WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.

WAR FOOD USE PROGRAM BULLETIN NO. 1
of
Nutrition and Food Conservation Branch

October 6, 1943

To: Chairmen of State Nutrition Committees

This is a call to arms for Nutrition Committees! It proposes Committee action on a continuous War Food Use Program. It will help to implement FOOD FIGHTS FOR FREEDOM.

Every day the paramount importance of food to war, to victory, and to lasting peace is becoming more apparent. The real fight on the food front must be made in a day-to-day combat to raise all the food we can and to make the maximum use of every bit of food produced in the United States. The War Food Administration is asking Nutrition Committees to assume leadership for a major wartime responsibility which will grow in importance as Committees demonstrate that they can function in this war activity.

This War Food Use Program is an action program. It will deal with such everyday foods as sweetpotatoes, Irish potatoes, carrots, cabbage, soybeans, and others which may be in abundance, and with locating and reporting cases of acute scarcity of a necessary commodity. It will also deal with suggestions for the use of alternates for foods of which there is an inadequate supply. The effectiveness of the program can be measured by the extent to which food is used in each community when it is in abundance or is spared when there is a shortage.

I am enlisting your Committee's action and am enclosing the following material on this program:

War Food Use Program Bulletin No. 2: General Information
War Food Use Program Bulletin No. 3: Suggestions for Carrying Out the Program
War Food Use Program Bulletin No. 4: Sweetpotato Program

A release announcing Irish potatoes as a Victory Food Selection October 21 to November 6 will come to you through a Regional Office of the FDA in a few days.

Because of the fact that sweetpotatoes are now in current abundance and Irish potatoes have been designated as a Victory Food Selection later in the month, these two crops are a logical starting point for the War Food Use Program. State Committees are requested to secure the cooperation of local and county Nutrition Committees. Close cooperation of Nutrition Committees with Regional and State offices of the FDA will provide first-hand information on the ever-changing food picture.

In order to explore the possibilities of Nutrition Committees' functioning in this leadership role in the wartime utilization of food, a subcommittee of the Federal Nutrition Coordinating Committee met with representatives of the War Food Administration. Present at the meeting were representatives of the Office of Education, Agricultural Extension Service, Farm Security Administration, Children's Bureau, Bureau of Human Nutrition and Home Economics, and the FDA. It was the opinion of the group that Nutrition Committees are particularly well qualified through their representative membership and their coordinating function to carry on this important food use program.

It was proposed at that meeting that a few selected representatives of the State Nutrition Committees of Maryland and Virginia be called in to help develop some realistic suggestions to present to all Committees. Grateful acknowledgment is made to representatives of these two State Committees, and of several Federal agencies who came in and discussed in detail the proposal for Nutrition Committee action on the War Food Use Program.

Because of wartime urgency, I am asking you to give this letter and its enclosures your immediate attention and wire me if we may count on your Committee for the vigorous action necessary to make this type of program effective on a nationwide basis.

M L Wilson

M. L. Wilson, Chief
Nutrition and Food Conservation Branch

WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.

WAR FOOD USE PROGRAM BULLETIN NO. 2
of
Nutrition and Food Conservation Branch
October 6, 1943



## GENERAL INFORMATION

There is food enough to meet nutritional standards, but the American people will need much help in adjusting their food habits to make the best use of the supply available for civilians. The overall food situation includes a short supply of many familiar foods. Certainly there are no surpluses. But there are, and will continue to be, abundances of individual foods -- some nationwide, some regional, and others local. These abundances, whether they prove to be temporary or long-time in nature, need attention to prevent waste.

## FOOD SHORTAGES

The relative shortage of certain foods for civilians has been well publicized. Civilians are more or less familiar with the overall food situation which requires the rationing of many familiar foods. They are most familiar with the problems that arise when the local supply of rationed foods is not adequate to cover the local demand. Many of them still need help in solving these problems, and many need background information on the reasons underlying the rapidly changing wartime food situation. This is the kind of help Nutrition Committees can give. Local committees can take the responsibility for reporting specific food shortages in their communities to the FDA State office. They can also impress civilians with the necessity of employing every possible food-saving measure wherever food waste might occur -- from the field to the kitchen.

## FOOD ABUNDANCES

Coupled with the big educational program to be done on sarcities and the need for extreme conservation, there is another job to do. It is concerned with the paradox of abundance in the midst of shortage. Whether food abundances are due to weather and other growing conditions, or to man-made shortages of transportation and storage facilities, they usually involve perishable commodities and must have attention when they occur. Since abundances may be spotty and many not affect all communities in the same region, or even in the same State, the key to conservation and adequate use is most often local action.

If a food declared in regional or national abundance does not appear on the local market, the local Nutrition Committee may well look into the reasons why the abundant food is not locally available.

Importance of Using perishable foods

That the use of perishable foods is not only good wartime but also good nutrition practice is emphasized by Dr. Henry C. Sherman, Chief, Bureau of Human Nutrition and Home Economics, in the following statement:

"Proper use of fruits and vegetables, each in its season, is a commonsense adjustment of, or within, our food pattern -- and nutritionally good for us. (We can store in our bodies lots of extra vitamin A and even more of vitamin C than we thought.)

"While using all the Basic Seven Groups, the over-all principle for our wartime food use is:

"Foods too watery and perishable to send overseas -- fruits, vegetables, fluid milk, sometimes eggs -- may well be emphasized for home consumption, so that we may ship or "stockpile" liberal shares of the foods especially wanted overseas -- sugar, fats, meats, and in lesser amounts, dried milk and eggs.

"If we will spare sugar, fats, and meats in more liberal amounts than we can ship them at the moment, stockpiles will grow faster and the war will end sooner. For the knowledge that we have ever larger stores of food ready to ship will both encourage our Allies and convince our enemies.

"So it will be a very direct aid to the winning of the war, and also a contribution to the nutritional well-being of our people if State, county and local Nutrition Committees will seek in all suitable ways to teach consumers to be on the watch for abundant supplies of fruits and vegetables in season when each is at its best.

"Just now the abundant vegetable of which we may well eat more is the sweetpotato, a food of especially high vitamin A value. The large crop of Irish potatoes also needs attention, and other abundances will come in their turn, often varying by locality."

Sweetpotatoes

With an expected production of sweetpotatoes 10 percent higher than last year, Nutrition Committees may well spotlight the food value and natural goodness of this vegetable. Background information for the sweetpotato program is enclosed. (See War Food Use Program Bulletin No. 4) This is a brief digest of press releases, radio talks, and other source materials prepared by the Department of Agriculture to direct attention to the sweetpotato program.

Irish Potatoes

This year's production of Irish potatoes is larger than any crop on record, and is 25 percent higher than last year's crop. A special program

to bring the facts about the Irish potato abundance to the attention of the general public is under way in the Department of Agriculture. Irish potatoes will be featured as a "Victory Food Selection" October 21 through November 6. (The term "Selection" replaces the term "Special" used last year; "Special" had the erroneous connotation of price special or "bargain" to many consumers.) Preliminary material on Irish potatoes as a Victory Food Selection will come to you in a few days through a Regional Office of FDA.

Other Food Abundances

Carrots and tomatoes are examples of other vegetables that promise to be more abundant this fall than last. "Topped" carrots are a good buy, less in demand than bunch carrots, high in food value, and important to feature wherever they appear on the market. With the first killing frost, the many uses for green tomatoes, both in their fresh state and in relishes, may well be featured to prevent the waste of this vegetable. Domestic-type cabbage may also need attention in some areas. In any locality one or more vegetables of perishable or semi-perishable nature may suddenly become a market glut. Nutrition Committees should watch for these abundances, and plan for their fullest use locally.

State and local Nutrition Committees should inform themselves in advance regarding probable abundances and shortages of all the perishable commodities commonly used locally, so as to be ready to lend assistance on short notice.

PRICE AS A FACTOR

In stimulating consumer cooperation in the War Food Use Program, Nutrition Committees must be prepared to deal with questions on retail prices. Though price is only one factor to consider in food selection, it is of major importance to consumers, and may raise the questions that are most difficult to answer. In this connection it is extremely important that Nutrition Committees get the necessary economic information on the wartime price situation to align their own thinking. They will then be prepared to carry on the educational work necessary to inform the public. In general, we may expect to pay substantially more for food (and other commodities) for the duration than we paid in prewar days.

Two factors should be taken into consideration at the local level before the Nutrition Committee enters into a program to feature abundances: (1) The commodity must be abundant on the local market. If it is not, an activity of the Committee may be to find out if a supply can be moved in from a nearby source; (2) The local retail price must put the commodity within reach of families in the community; otherwise, it probably will not be practicable for the local Nutrition Committee to support a program to increase consumption of the food declared in abundance.

If the local retail price of a food declared in abundance seems extremely out of line, even taking into consideration the wartime price situation and the various factors that always affect the price of consumer goods, the local committee might call this to the attention of representatives of the FDA's

In view of the fact that the Irish public announce to the attention of the general public in order may in the department of information. Irish patrons will be invited as a "Victory food selection" October 21 through December 7. (The term "Selection" replaces the term "Special" used last year; "Special" had the economic association of price special or "bargain" to many consumers.) We are in a few days already a motorist (issue of 1.1.).

Preliminary re-erial on Irish motorists as a Victory Food Selection will come later food supplement.

Sports and business are subject of other variables that promise to be more elements this fall than last. "Tourist" sports are a good buy, less in demand than hunt shortage, also in food value, and important to farmers shortage shortage in the market. With the first killing frost, the many use for grain tractors, both in their front wheels and in fodder, may well be further factor to make of this variable. Commercial-type culture may also need attention in some areas. In any locality one or more variables or variability or pre-variability may be very locally above a normal risk. Possible local cases should note for these situations, and plan for their "alone" or locally.

Some on local marketing conditions should bring somewhere in advance marketing possible difficulties and shortages of all the potential commodities commonly used locally, so we to be ready to take assistance on short notice.

Price at a Point

In distribution consumer observation in the War Food Use program, distribution conditions must be prepared to deal with marketing or retail prices. Though price is not one factor to consider in food substitution, it is of major importance in consumers, and by price the questions that are most difficult to answer. In this connection it is extremely important that distribution conditions (at the wholesale or retail level) have information on the retailing price situation to which their are subject. They will then be prepared to carry on the substitutional work more ably in terms the public. In general, we may expect to pay substantially more for food (and other commodities) for the duration than we did in prewar years.

The farmer could be taken into consideration at the local level before the supplies for rising prices into a program to feature alternates: (1) The commodity more in demand, on the local market. If it is not, an activity of the consumer or in the fall and a supply can be moved in from a nearby source; (2) the local supply price may be the commodity it is peak or limited in its commodity otherwise, it usually will not be practicable for the local or state conditions to support a program to increase substitutes or the less desired to substitute.

If the local general price of a food desired to substitute were extremely low or high, even taking into consideration the marketing price adjustment and the savings factors that always affect the price of necessary goods, the local committee or it will help to the interests of consumerships of the state

State office or the local Area Food Committee of FDA, and to the OPA. Remedial action can sometimes be effected by these agencies. Adequate liaison on the part of the Committee with commercial food handlers and with producers' organizations in the community also may be effective in situations of this kind.

AN EDUCATIONAL PROGRAM

An educational program should be developed to encourage civilians to make the wisest possible use of foods available to them in 1943 and 1944. This program should include attention to abundances and shortages. It should be based on as complete a background of information as can be secured about the wartime food situation. It should function to increase or introduce the use of a food in a part of the country where that food has formerly been used little or not at all. It should reach all individuals, families, institutions, and public eating places. The War Food Use Program, to accomplish its full objective, must function everywhere. It requires the cooperation of every citizen in the United States.

Since Nutrition Committees have as a major function the coordination of activities of the various organizations and agencies within a State and a community, they have an opportunity in this War Food Use Program to do such things as:

1. Analyze the community situation relative to the supply and distribution of perishable foods.

2. Determine the course of action needed to make the best use of the food available and to prevent waste.

3. Work out with all agency and organization representatives concerned the most appropriate contribution that each has to make.

4. Determine what the nutrition committee needs to do to supplement the activities of the participating groups and to augment their programs.

5. Make a plan whereby all participating groups can have the necessary information as to the local market situation.

Government agencies with State and local programs will send to their representatives at the State level, information on this War Food Use Program, and will make suggestions for activities to be carried out independently as well as in cooperation with Nutrition Committees. The Nutrition Committee function of unifying effort should make this work more effective at both State and local levels.

WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.

WAR FOOD USE PROGRAM BULLETIN No. 3
of
Nutrition and Food Conservation Branch

October 6, 1943

## SUGGESTIONS FOR CARRYING OUT THE PROGRAM

In perfecting plans for Committee action in the War Food Use Program, some State Nutrition Committees will find it necessary to form a subcommittee on Food Use. Where this is necessary the prompt appointment of such a committee with power to act would help focus the attention of Nutrition Committees on their most important nutrition activity -- using available foods in the best possible way.

### Food Use Subcommittee

#### Organization

Whether a new committee is formed or the "food use" activities are assigned to one of the standing committees at the state level, this committee should stimulate the appointment of similar committees at the county and local levels. The members of this committee may or may not be on the State or local Nutrition Committees.

If there is a need for such a committee, membership can best be determined within the State. Since its program will be an action program, it should include representatives of agencies and organizations with state-wide coverage through which action can be stimulated at community levels. Representatives of food producers, food handlers, distributors, and the quantity users of food such as hospitals, institutions, public eating places, etc., might well be included in the membership of the "Food Use Subcommittee". Following is a partial list of agencies, with state-wide service and with personnel that may well represent them on this committee.

| | |
|---|---|
| State Departments of Education | (Supervisors of Home Economics<br>(Supervisors of Agriculture<br>(Supervisors of Distributive Education |
| State Extension Service | (Director of Agricultural Extension Service<br>(Leaders of Agricultural and Home Economics<br>(Agricultural Editor |

| | |
|---|---|
| State Health Departments | (Health Officer & other Physicians<br>(Nutritionists<br>(Health Educators<br>(Nurses |
| Farm Security Administration | (State Director<br>(Home Supervisors<br>(Farm Supervisors |
| Food Distribution Administration | (State Supervisor<br>(State Food Distribution Committees<br>(Marketing Reports Division |

Program and Procedures

The program of the Food Use Committee will necessarily be an action program, the ultimate effectiveness of which will be shown in:

1. The dealing with abundances so that no waste occurs.

2. The use of alternate foods for foods in short supply.

Some procedures for attaining the above goals are:

1. Developing cooperative relationships with producers, distributors, and users of locally-produced foods.

2. Promoting the cooperative purchasing of given commodities by groups to insure a good supply to effect price savings.

3. Setting up the ways and means for getting information channeled to all groups.

4. Furnishing adequate information on storage of different types of perishable goods.

5. Assembling and disseminating information on possible abundances and shortages.

6. Helping people understand the "why" of the local food use program.

Sources of Marketing Information

Basic to the action program of the Food Use Committee suggested above is reliable and useful market information. Some of the following sources are available to committees.

1. State-wide Service

a. Agricultural College
b. State Departments of Agriculture
c. Food Distribution Administration

2. In Metropolitan Areas

a. Food Distribution Administration Market News Office
b. State Division of Markets
c. Food Handlers
d. Press and Radio Marketing Service.

3. In Rural Areas

a. Press and Radio Service
b. County Extension Agent
c. Vocational Agriculture Teacher

Illustrations of Successful War Food Use Activities

The following instances of successful War Food Use activities may be suggestive to Nutrition Committees:

1. Nutrition Committees on learning of perishable food crops in excess of local current needs have acted to conserve these crops. The tomato crop, for example, in several counties was saved by local Nutrition Committees taking some or all of the following steps:

a. Determined the amount of tomatoes and when and where they were available.
b. Arranged for groups to can the produce for schools, institutions, and home use.
c. Arranged for direct marketing from producer to community canning centers.
d. Conducted an educational campaign for extending the consumption of the fresh product.

2. Nutrition Committees have, through educational programs, relieved the strain on foods when in short supply. For example, meat.

a. Committees have sponsored food demonstrations in the wartime use of meat to show homemakers:

(1) How to extend the flavor of meat when only small amounts are available.
(2) The use of alternate foods.
(3) The ways of preparing the variety and less known cuts of meat.

b. Established centers in markets where questions of food supply and food preparation could be discussed with informed consultants.

3. Nutrition Committees have brought about an understanding of producer and consumer food problems that has been beneficial. Plans have been developed by which producers have notified consumers of abundances through:

   a. Community food preservation centers
   b. Listing abundances on bulletin boards in public places.
   c. Notifying chairmen of local Nutrition Committees who gave this information to members of the community.

4. Cooperative buying of specific foods by groups of persons to insure a specific and more adequate supply of food at a lowered cost, have been an important part of several agency programs and in some instances have resulted from Nutrition Committee action.

   An example of an agency-directed program of this type is the cooperative purchase of several truck loads of food by the members of a Home Demonstration club. The purchase of this food and its conservation for future use had three important results. —

   a. A temporary abundance that might have been wasted was salvaged.
   b. Families participating had a much more adequate supply of food for future use.
   c. This supply was obtained at a much lower cost then it would have been if the food had been purchased individually.

WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.



WAR FOOD USE PROGRAM BULLETIN NO. 4
of
Nutrition and Food Conservation Branch

October 6, 1943

## Sweetpotato Program *

With an expected sweetpotato crop (report as of September 1, 1943) of 71,623,000 bushels -- 6 million bushels or around 10% more sweetpotatoes than last year -- it is up to producers, distributors, and consumers to see that the fullest possible utilization is made of the supply, and that no waste results.

The consumers' part. Consumers, whether they have their meals in the home, the restaurant, or the institution, should increase their use of sweetpotatoes during this season of plenty. Consumer interest in the value of sweetpotatoes in the diet, and in the importance in wartime of cooperating in the use of this food declared in abundance for civilians, must be stimulated. In view of the greatly reduced allocations to civilians of a long list of other foods, a considerable increase in the consumption of sweetpotatoes is in order to make up at least in part for some of the shortages.

Nutritionally, sweetpotatoes compare very favorably with the leafy, green, and yellow vegetables; they are as high in nutritive value as the composite of this group. Sweetpotatoes are high in vitamin A value. They also contain some ascorbic acid (vitamin C), some thiamine (vitamin $B_1$), and some iron. They are an excellent energy food, rich in starch and sugar; and they provide a small amount of vegetable protein. All in all, the nutrients in sweetpotatoes make an important contribution to the diet.

Another point in favor of sweetpotatoes is the fact that they are an economical source of the various nutrients they contain. Even at the high retail price of last June, they were a good buy, considering their nutritive value.

While more perishable than Irish potatoes, properly cured sweetpotatoes are considerably less perishable than are most vegetables of the leafy, green and yellow class, with which they are most similar in nutritive values.

Suggestions for the preparation of sweetpotatoes, especially in those sections of the country where they normally are not widely used, may be important in stimulating consumption. Some recipes for sweetpotatoes are included in the folder "Potatoes in low-cost meals" prepared by the Bureau of Home Economics in 1942. A number of State bulletins featuring sweetpotatoes are also available.

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* This is a digest of press releases, radio talks, and other source materials prepared by the Department of Agriculture to direct attention to the sweetpotato program.

In making suggestions for using sweetpotatoes, it is important to point out the fact that vitamins and minerals lie close to the skin. Baking or boiling "in the jacket" and eating the skin not only conserve maximum food value but help develop an appreciation for the fine flavor of this vegetable, and let it stand on its own merits, its "natural goodness". These and other simple methods of preparation should be featured in the present food situation.

The producers' and distributors' part. Newly harvested, uncured sweetpotatoes are fairly perishable, and must therefore be consumed soon after they are harvested. The normal market channels cannot handle this year's crop unless additional facilities for curing and storage are provided so that sweetpotatoes can be marketed in such quantities as the market can absorb. Producers are urged to cooperate in an orderly marketing program and to keep down spoilage losses by curing and storing as many of their sweetpotatoes as possible in a suitable storage building that is tight enough to permit the regulation of temperature and ventilation. Wholesaler and retailer distributors should be ready to help move the large supply into the kitchens of consumers, by featuring sweetpotatoes when they are plentiful in their areas.

Sweetpotatoes are harvested from early July through November. The earliest crop comes from Florida, the eastern coastal sections of North Carolina and Virginia, and the Southern parts of Alabama, Louisiana, and Georgia. The heaviest production comes a little later from the Southern Cottonbelt States, with the Northern producing regions (New Jersey, Indiana, Illinois, Missouri and Kansas) harvesting in October.

Most of the early sweetpotatoes are marketed in the South and in the Northeastern and Midwestern States. The late crop is marketed over most of the Nation, but the largest part is sold in the Southern States where per capita consumption is highest. The Northeastern and Midwestern States are reasonably well supplied but the consumption in these areas can be materially expanded. The Rocky Mountain and Pacific Coast States are only reasonably well supplied and the consumption normally is moderate.

Through October, many of the sweetpotatoes on the market will be uncured and are therefore fairly perishable. After November, cured sweetpotatoes which are more "durable" will be found on the market. Consumers can then be asked to buy sweetpotatoes in suitable quantities and store them at home, if they have a basement or other storage place where good ventilation and a temperature of 50 to 60° Fahrenheit can be maintained. Supplies should continue to be plentiful throughout the winter and spring.

Price support for growers. The War Food Administration announced a series of "support prices" for sweetpotatoes as follows: For Grade U. S. No. 1 sweetpotatoes sold between now and the end of November, $1.15 per bushel; for those sold in December $1.30; for cured sweetpotatoes sold in January, $1.50; after January, $1.65.

The price support program of the War Food Administration is one means of encouraging the farmer to expand the production of essential crops sufficiently to meet civilian and military food requirements; it helps insure him against the risk of price collapse which may be involved in such extensive expansion.

In the case of sweetpotatoes the support prices also help growers finance the cost of constructing or remodeling buildings to provide the additional curing and storage facilities that are necessary this year to handle the large crop. Staggered prices insure the grower a specific return from his crop at a definite time of selling.

The price support program on sweetpotatoes therefore offers an incentive to growers to cooperate in orderly marketing, thus extending the season during which a semi-perishable product will be available to consumers. By encouraging proper curing and storage, loss through spoilage is reduced, thereby aiding in the food conservation program.

Consumer prices. In focusing consumer attention on prospective supplies of sweetpotatoes and encouraging their increased use, retail price will be of paramount consideration to many homemakers. At present the retail price of sweetpotatoes may appear high. It is anticipated that the price will be considerably lower by the time the new crop is completely harvested. However, it is not likely that the retail price will drop entirely to the prewar level.

Items that enter into the price charged for a commodity on the retail market include the price paid producers, handlers, and distributors. In the case of a commodity like sweetpotatoes for which no ceiling price has been established, profiteering may enter into the picture. An important contribution of the local Nutrition Committee may well be to look into the retail price if it seems out of line, and take the initiative in getting remedial action.

An educational program on sweetpotatoes. An educational program should be developed to encourage consumers to make the fullest use of sweetpotatoes as part of an adequate diet. This program should continue through the spring, until the crop has been consumed. It should be launched wherever supplies are abundant, to increase consumption in those areas that normally do not use large quantities of sweetpotatoes as well as in the areas where sweets are a consumer favorite.

WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.
January 6, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 5
of
NUTRITION PROGRAMS BRANCH

SOYBEANS AND SOYA PRODUCTS

To: CHAIRMEN OF STATE NUTRITION COMMITTEES

The National Nutrition Planning Committee has recommended that State, county and local Nutrition Committees take as a major objective of their 1944 cooperation with the War Food Administration the use of foods in abundance. Soybeans and soya products offer Nutrition Committees a challenging opportunity to introduce to American homes a food that is not only in abundance, but one which will materially improve the diet in several important respects. Many of you are already working on an educational program to feature soya products and soybeans. We believe that all of you will find the enclosed symposium on Soybeans and Soya Products a timely piece of material.

We are very fortunate in having a large supply of soya products, high in efficient protein and in several important vitamins and minerals, available for civilian use in 1944. At the request of the War Food Administration, the soybean products industry has cooperated in full measure to increase the manufacture of soya flour, soya grits, and other new soya products. The availability of these products in retail food stores is now fairly widespread, and they will be placed in any retail market where consumer demand is created by an educational program.

Soybeans as dry beans may not be very abundant on the market, but should be featured wherever they are available. In some States shelled green soybeans have been commercially canned and are in the stores. Many more families will grow soybeans in their gardens in 1944 than in 1943, and will need suggestions for preparing soybeans as fresh green beans, and also directions for canning and drying them.

It is because soybeans and their products are relatively new foods that we have a big and important job to do in acquainting homemakers, institutional food managers, and others with the high nutritive value of and many uses for this abundant food. The Soybean-Soya Products program covered by the enclosed symposium was arranged to acquaint members of the Interdepartmental Nutrition Coordinating Committee with facts about the availability, value in the diet, and uses for this valuable food in all of its forms. Our particular purpose in having the talks mimeographed was to share the content of this meeting with you. We shall be interested in knowing if you find this material helpful, and also in hearing about your War Food Use Program on Soybeans and Soya Products.

Sincerely yours,

M. L. Wilson, Chief
Nutrition Programs Branch

WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.
January 7, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 6
of
Nutrition Programs Branch

Foods in Abundance, First Quarter 1944

To: Chairmen of State Nutrition Committees

In planning your nutrition program to feature foods in current abundance, the following information obtained from Dr. Norman Leon Gold, Chief of the Civilian Food Requirements Branch of FDA, should be extremely helpful:

"The civilian food supply for the first quarter of 1944 will include some real abundances, some relative abundances, and some foods in short supply.

"Vegetables in great abundance are Irish potatoes and commercially canned snap beans. (Canned snap beans now require no ration points.) There will still be goodly quantities of sweetpotatoes. Frozen foods are abundant, and it is important to encourage their very heavy consumption in the next three months. Frozen baked beans are in large supply, and are not moving well. As for fresh, green vegetables, if weather conditions, labor, and transportation are good, cabbage, spinach, kale, and snap beans may be abundant within this quarter of the year.

"Fresh citrus fruits will be available in increased quantities. The stock of canned grapefruit juice and citrus marmalade is now so abundant that ration points are not required for their purchase. (Citrus marmalade should be featured as a good buy among sweet spreads, as jams and jellies are in short supply for civilian use and require ration points.)

"Peanut butter is in abundant supply. The butter situation is still very tight; the slight increase in the production of fortified margarine is a helpful safeguard. The availability of citrus marmalade, peanut butter, and margarine as spreads for bread will help families (especially those on low incomes) make use of the large stock of grain products. All kinds of grain products are abundant.

"Soya products, including soya flour and grits and various mixes containing soya, will be in great abundance. With the supply of beans, peas, and nuts somewhat below that of the last quarter of 1943, soya products become especially valuable as a source of protein and also of several vitamins and minerals.

"There will be lots of eggs in the first quarter of 1944. The heavy supply will be available first in the Northeast area, and soon after on a national basis."

Educational programs to increase consumer interest in using these foods that are in abundance at this time are extremely important.

Sincerely yours,

M. L. Wilson, Chief
Nutrition Programs Branch

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.
February 4, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 7
of
Nutrition Programs Branch

Foods in Abundance, FEBRUARY 1944

To Chairmen of State Nutrition Committees:

We plan to relay information on current food abundances, obtained from the Civilian Food Requirements Branch of the Office of Distribution, to you each month. As this will consist of a Nation-wide picture of the food situation for civilians, you will want to check on how much of it applies in your State in general, or in specific localities. A member of your Committee helpful in this connection would be the State Supervisor of the Office of Distribution.

Foods available in relative abundance throughout the greater part of the country during the month of February are as follows:

Fresh vegetables: The supply of white potatoes is still so large that we plan to send you a special War Food Use Program Bulletin about them very soon. Cabbage will be abundant in all States in February. Relatively large supplies of fresh beets, carrots, and spinach are expected from Southern producing areas this month, and should be available throughout most of the East and Midwest as well as in the South. Carrots will be abundant also in Western areas.

Canned and frozen vegetables: Canned green and wax beans, point free, and canned carrots and spinach which offer excellent point value bargains, should be featured for use now, to make room for the new pack. Frozen vegetables with the exception of corn, peas, and lima beans, are unrationed and are plentiful in markets that stock frozen foods. Frozen baked beans need featuring; they are moving slowly.

Fresh fruits: The season for oranges and grapefruit continues in February.

Spreads for bread: Citrus marmalade and peanut butter are point free and abundant.

Bread, flour, packaged biscuits, crackers, and breakfast foods are widely available.

Soya products, especially soya flour, grits, and flakes are in heavy supply and are becoming more widely distributed in retail markets. Much educational work still needs to be done to encourage homemakers and managers of institutions, hotels, and restaurants to use these unfamiliar products. Plans might well be laid for informing civilian consumers about new types of dry soup mixes which will probably be in retail stores in substantial quantities soon.

Eggs are abundant, especially in the Northeast and Midwest States.

I hope that you will pass this information along to the County and local Chairmen. We shall try to get a forecast of the March food situation to you earlier.

Sincerely yours,

M. L. Wilson

M. L. Wilson,
Chief, Nutrition Programs Branch

R 353

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D.C.
February 12, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 8
of
Nutrition Programs Branch

Green Cabbage, Victory Food Selection
February 24 through March 4

To: Chairmen of State Nutrition Committees

Attached is a "fact sheet" on Cabbage as a Victory Food Selection, which I am sending as a follow-up of my telegram of February 7.

The size of the crop of green cabbage places this vegetable in the foreground as a food available in abundance. I am sure you will agree that the nutritive value of green cabbage and also the many ways in which it can be served make it an abundance easy to feature.

Green cabbage should be available very generally throughout the country, but in this case as in all others when a food is announced in abundance nationally, it will be important to check on the local supply. In his wire to Regional Directors Mr. Lee Marshall, Director of Food Distribution, asked that particular attention be given to helping secure local supplies if necessary. You may wish to pass this information along to the chairmen of local committees, so that they may in turn report to the State Supervisors of the Office of Distribution any shortage of cabbage which they encounter.

At the same time that Mr. Marshall announced the dates of this Victory Food Selection to the Regional Directors (and I announced them to you), he also contacted the national president of a number of women's organizations, men's civic clubs, and commercial firms carrying on an educational program for consumers. During the period of February 24 through March 4, Government press and radio services and other public channels of information will be employed extensively. Various types of merchandizing programs will be launched by the food industry. The support of restaurant associations and industrial feeding establishments has also been enlisted. In short, the job of moving 500,000 tons of cabbage into the kitchen and onto the American table -- home, institution, cafeteria, and restaurant -- while the crop is at its height, is a tremendous undertaking. It requires the fullest cooperation on the part of all of us interested in conserving food in wartime and in maintaining good nutrition of the people.

The strategic contribution of Nutrition Committees, that of leadership in coordinating educational programs, is particularly needed in a program of this kind at the local level where the food is actually bought and used. This is especially true in the case of a Victory Food Selection with so many agencies, organizations, and the food trade participating. I hope that you will give the County and local Chairmen the necessary information about the plan to feature green cabbage as a Victory Food Selection, and encourage them to participate in full measure.

Sincerely yours,

M L Wilson

M. L. Wilson, Chief, Nutrition Programs Branch

Enclosure
B-250

WAR FOOD ADMINISTRATION

OFFICE OF DISTRIBUTION

# A VICTORY FOOD SELECTION

# Cabbage

**February 24 through March 4,1944 - All states and the District of Columbia**

FEBRUARY 10, 1944 WASHINGTON, D. C.

## ANOTHER RECORD BROKEN

The largest winter crop of green cabbage ever raised in the United States is now going to market. Latest crop reports indicate more than 500,000 tons in prospect--half again as large as any previous harvest.

This is welcome news to consumers in this third winter of war, with so many foods scarcer and harder to find. Cabbage is one of the most important of all vegetables--a mainstay of diet in this country and in many other nations. And in war years, the late winter months are always the hardest in which to provide well-balanced meals with appetite appeal.

Some of this cabbage will be dehydrated, for soldiers and sailors abroad, for shipment to our allies and other friendly nations, and for other strategic uses. Another part of the crop will be processed into kraut, to help replenish dwindling supplies of this favorite food.

Even when these needs are filled, and when the military services have bought all the fresh cabbage they need for feeding men in this country, there will still be a huge supply of cabbage for civilians--far more than we ever had before at this time of year.

## LET'S ALL EAT CABBAGE!

Every housewife, every consumer, should give more than usual attention to cabbage during the height of the winter marketing season. Cabbage should be featured often in meal planning--thus taking pressure off other and less plentiful foods and helping growers and handlers to move their record-breaking crop. That is why the War Food Administration has designated cabbage as the Nation-wide Victory Food Selection during the period February 24 through March 4, 1944.

## CABBAGE "CURRENCY" IN THE FOOD VALUE MARKET

Green cabbages count their vitamins and minerals high, and their calories low. In the cabbage family, "C" stands for both Cabbage and Vitamin C. To make the most of the "C," serve cabbage raw just after slicing, or cook it just long enough to make it tender. Vitamin C is elusive, it's easily destroyed by heat and easily oxidized by air. A daily supply of this vitamin is important because the body does not store it up. There are some other vitamins in cabbage, too; some thiamin (vitamin $B_1$); some riboflavin (vitamin G); and some niacin. And very green cabbage, the kind abundant just now, throws in Vitamin A for good measure. Minerals, too,--calcium, iron, and some phosphorus--add to the worth of cabbage as "currency" at the food value market.

*Victory Food Selection* is Uncle Sam's way of saying, "Here is a food that is abundant now. So that none of it will go to waste, use it freely, but use it wisely." Food is a powerful weapon, and Americans have more of it than any other people now at war. That's because our farmers have done an amazing job of breaking production records in spite of serious handicaps. Occasionally marketing, storage, and processing facilities are overtaxed in handling these huge crops. Then producers, handlers, consumers, and Government must make extra efforts to move the crop from farm to table without waste. The *Victory Food Selection* is an instrument for focusing attention on these plentiful foods at the height of the season when prices are generally lowest. Workers in such fields as radio, press, advertising, trade, education, club work, and Government are urged to do all they can to help make these campaigns successful.

## WHEN IN DOUBT CHOOSE CABBAGE

There's almost no end to the delicious ways of serving green cabbage, alone or in combination. Cool crisp cole slaw; hot savory slaw; cabbage boiled in meat broth; panned cabbage; cabbage boiled in quarters; chopped cabbage quick-cooked in milk, and scalloped cabbage. For variety and zest in salads, combine shredded or chopped cabbage with shredded carrots, or grated onion, cut spinach, diced celery, apples, grapes, nuts, dried fruit, or hard-cooked eggs; cucumbers, green peppers or fresh pineapple when these are in season, or canned pineapple when ration points allow. Interesting hot combinations include cabbage and apple scallop, cabbage scalloped with bits of ham, crisp bacon, or salt pork, cabbage in vegetable chowder, cabbage with cheese sauce, and cabbage scalloped with peanuts.

*Panning* is a quick and easy, top-of-stove way to cook green cabbage. It is thrifty of food values, too, for the cabbage is cooked and served in its own juices, with just enough fat to season.

For each quart of cabbage shredded in narrow strips, allow 2 tablespoons of fat. Melt the fat in a heavy flat pan, add the cabbage, and cover to hold in the steam. Cook the cabbage slowly until tender, but not mushy. Now and then give it a stir to keep it from sticking to the pan, and when ready to serve, season with salt and pepper.

Drippings from meat, fried sausage, salt pork, or bacon serve especially well as the fat in panned vegetables. Or, if preferred, fry some salt pork that has been cut in small pieces or bacon slices, use the fat in panning the cabbage, then add the crisp bits of meat just before serving.

Milk, slightly thickened, is another good seasoning for panned cabbage. Sift flour lightly over the cooked cabbage and mix well, add milk, and stir until thickened. Season with salt and pepper.

Vary the flavor of panned cabbage by adding a little chopped onion, or left-over bits of meat, when the cabbage is almost tender.

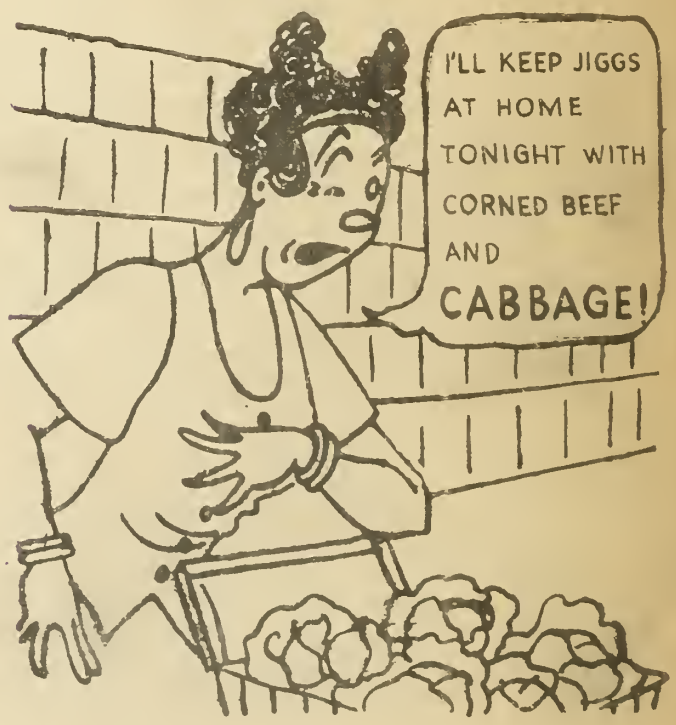
*Quick-cooked or "5-minute" cabbage* is a delicate and delicious dish, with food values intact. To prepare it, heat 3 cups of milk, add 2 quarts of shredded cabbage, and simmer for about 2 minutes. Mix 3 tablespoons of flour with 3 tablespoons of melted fat. Add to the blended flour and fat a little of the hot milk. Stir this into cabbage and cook for 3 or 4 minutes, stirring all the while. Season to taste with salt and pepper and serve at once.

*For cabbage slaw*--hot or cold--cut cabbage in quarters, wash thoroughly in cold water. Drain, shred, and set aside in a cold place until crisp. Pour hot tart salad dressing over the crisp cabbage; stir until well mixed. Serve hot or cold.

*Add zest to cooked green cabbage* by introducing meat flavor; especially good is the flavor of salt or smoked meat. Cover the meat with water and simmer until almost tender. Use some of this liquid for cooking the vegetable--dilute if too salty. Simmer gently until the cabbage is tender but not broken. Season to taste.

## FROM WAY DOWN 'SOUTH AND THE FAR WEST

Most of this winter crop of green cabbage comes from Florida, Texas, California, and Arizona. It starts to market around the first of February in large volume, and the peak will continue past the middle of March. From the South, this cabbage will consist mainly of the domestic type. Quality, of course, will be variable, but there will be plenty of good, sound heads, ranging from 2 to 4 pounds each for the most part--a popular consumer size. Produce handlers should arrange for supplies as early as possible so as to assure consumers a good supply in all markets.



WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.
February 18, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 9

of

Nutrition Programs Branch

Present Distribution of War Food Use Program Bulletins

To Chairmen of State Nutrition Committees

Since January 5, 1944, when we released War Food Use Program Bulletin No. 5, Soybeans and Soya Products, there has been an increasing demand on the part of members of the Nutrition Planning Committee for announcement copies of these communications to send to their respective field staffs.

Interest on the part of members of this Committee in having their field programs adjusted to feature foods in abundance insofar as possible, has resulted in our providing each of the agencies listed below with a sufficient supply of War Food Use Program Bulletins (our communication to you) to enable them to send individual copies as follows:

Home Economics Education Service -- State Home Economics Education Supervisors
Children's Bureau -- Nutritionists of the State Department of Public Health
Farm Security Administration -- Regional Home Economists
Extension Service -- State Home Demonstration Leaders and State Ext. Nutritionists
U.S. Public Health Service -- State Health Officers
American Red Cross -- Area Directors of Nutrition Service

In addition, the Bureau of Human Nutrition and Home Economics is sending a copy of each of the Bulletins to heads of Home Economics Departments in Land Grant Colleges and State Universities, and the Office of Civilian Defense to each of its Regional Offices. We send confirming copies to the Regional Offices of Distribution and to members of the overall Interdepartmental Nutrition Coordinating Committee here in Washington.

This distribution was effective on No. 5, "Soybeans and Soya Products;" No. 6,"Foods in Abundance, First Quarter, 1944;" No. 7, "Foods in Abundance, FEBRUARY 1944;" and No. 8, "Green Cabbage, Victory Food Selection, February 24 through March 4."

It is the single copies that go to Regional and State staff members of other agencies that we wished to call to your attention particularly, as the individuals who receive them are doubtless members of your State Committees. They can, therefore, be particularly helpful to you in carrying on your food use program to feature abundances, and may in some cases be able to offer you duplicating facilities if you wish to have copies made for distribution to County and local Committee Chairmen.

We would like to have your reaction to the present distribution and would appreciate your telling us frankly if this series of War Food Use Program Bulletins is proving helpful and timely. Will you also let us know how you pass the information along to County and local Committees, and to what extent the War Food Use Program on abundances is functioning at the local level?

Sincerely yours,

M. L. Wilson

M. L. Wilson, Chief
Nutrition Programs Branch

R-377

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.
February 21, 1944

WAR FOOD USE PROGRAM BULLETIN NO. 10
of
Nutrition Programs Branch

Irish Potatoes Still Abundant

To Chairmen of State Nutrition Committees

Irish potatoes are still so abundant that it is extremely important to encourage their maximum use by civilians throughout the year. The War Food Administration has chosen February and March as months for peaks of emphasis on the Irish Potato Program, launching an extensive educational campaign through the Regional Offices of Distribution. They are enlisting the cooperation of all educational agencies, food trade associations, local grocers, hotels and restaurants, institutional food managers, dining car superintendents, and every other group concerned in any way with the handling and serving of food or the dissemination of food and nutrition information.

The purpose of the program is to acquaint every consumer with facts about the nutritive value, continued abundance, and the suitability of the Irish potato in any meal of the day. I hope that you will participate in this program in the fullest measure.

The contribution that the Irish potato makes to good nutrition has been expressed by Dr. Henry C. Sherman, Chief, Bureau of Human Nutrition and Home Economics, as follows:

"We commonly think of the Irish potato as an important source of starch, and therefore energy. It is, in addition, a source of protein. Though the amount of protein in the potato is not large, the quality is good and the small amount present can make a real contribution towards meeting our day's needs for protein.

"The Irish potato provides us with some iron also, and small amounts of other minerals. It is a good source of two of the B vitamins — namely, thiamine and riboflavin. And the potato is a better source of vitamin C than nutritionists have given it credit for until recently. This is true in spite of the fact that some of the vitamin C content of the potato may be lost during months of storage, and some may be destroyed rather rapidly by certain methods of cooking.

"We know now that the Irish potato can provide a good part of the day's need for vitamin C if this vegetable is given the prominent place it deserves in wartime meals. How much vitamin C the potato contributes, however, depends not only on the amount of potato we eat but also on the degree to which the vitamin C content of the potato has been protected during storage and preparation. Granted that the homemaker can not control vitamin C losses that occur during the months potatoes may be held in storage, she can remember in preparing potatoes for her family that some methods of cooking destroy more vitamin C content than others. For instance, considerable vitamin C

is lost when the potato is drastically heated as in frying thin slices. Perhaps an even larger loss occurs when air is beaten into the warm potato as in the prepartion of mashed potatoes, because contact of a food with air, especially when it is warm, is known to be very harmful to vitamin C.

"It is worth remembering too, that vitamin C is easily soluble in water so that loss may occur if sliced pared potatoes are left to crisp in water overly long. Vitamin C is leached out in cooking pared potatoes, and the loss is greater when pieces are small.

"It is, however, very simple to minimize the loss of vitamin C and other nutrients by boiling the potato in its jacket or baking it whole. The skin prevents exposure to air and also the loss of nutrients by leaching. As some of the important food values of the potato lie close to its skin, it is worth while to learn to eat the skin of the baked potato."

Various releases containing information that would be useful to you and to the county and local chairmen in connection with the Irish potato program can be obtained through the State Supervisor of the Office of Distribution who will also know about the availability of Irish potatoes in the States. When you get in touch with the State Supervisor you may wish also to place an order for copies of a new Department of Agriculture leaflet entitled "Potatoes in Popular Ways," which is now in the press at the Government Printing Office but will soon be available through the Office of Distribution.

Distribution of this War Food Use Program Bulletin is the same as that explained in Bulletin No. 9. We hope that you will inform county and local chairmen.

Sincerely yours,

M. L. Wilson

M. L. Wilson, Chief
Nutrition Programs Branch

R-383

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.
February 22, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 11
of
Nutrition Programs Branch

## Eggs in Abundance

To Chairmen of State Nutrition Committees

Eggs are in such abundance just now the country over that the War Food Administration is enlisting your help in encouraging the fullest possible use of eggs through featuring them in all of your current educational programs.

The supply is so heavy that the Office of Distribution is purchasing eggs for distribution in support of producer prices. This alone will not relieve the situation, hence the appeal that you increase consumer interest in the use of eggs as long as they continue to be in abundance -- perhaps until some time in June. The peak of production has come earlier this year than usual. It occurred first in the Northeast States in early January, at which time we wrote to those in the States that comprise the Northeast Region of OD.

Egg prices are being supported by the Department of Agriculture in order to encourage production sufficiently to take care of overall military and civilian requirements. Even at current retail prices, eggs can be featured as a good buy in relation to the food values they provide. To get the most from egg money, size as well as quality should be considered.

Because eggs require no ration points and lend themselves to preparation in many ways and in many prepared dishes, their importance increases in wartime meals. Consumer attention may well be called to the use that can be made of a dozen eggs, not only for breakfast but also in other meals. For example, 12 eggs would make sizeable portions of a meat alternate for 6 people at dinner. On the other hand, if a smaller portion of eggs were served, part of the dozen eggs could be used in custard or other dessert, in muffins or some other prepared dish. Examples of this kind help the homemaker appreciate the good buy that eggs actually are.

U.S.D.A. Circular 583 "Eggs and Egg Products" contains a section on nutritive value of eggs and their utilization in home cooking (pages 35 to 47), as well as much other information of technical nature valuable for reference. It is available through the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 15 cents a copy.

A recipe folder of the Department of Agriculture "Egg Dishes at Low Cost" has already had wide distribution, but copies are still available through the Regional Offices of Distribution. When you check with the State Supervisor of the Office of Distribution on the egg situation in your State, you might like to place a request for copies of the egg leaflet and also of special releases on eggs in abundance for your own and the local Committees.

Sincerely yours,

M. L. Wilson

M. L. Wilson, Chief
Nutrition Programs Branch

R-383

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.
February 24, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 12
of
Nutrition Programs Branch

Foods in Abundance, MARCH 1944

To Chairmen of State Nutrition Committees

According to the plan announced to you earlier, I am again relaying to you information on current food abundances, obtained from the Civilian Food Requirements Branc of the Office of Distribution. You will note that the list of abundances for the month of March, effective throughout the greater part of the country, is practicall the same as that called to your attention for February. It seems important, nevertheless, to enlist your cooperation again in featuring these foods in your War Food Use Program.

The March list leads off with NEW CABBAGE and IRISH POTATOES. We have stressed the importance of educational programs on the use of these two vegetables by sendin you separate War Food Use Program Bulletins on them (see No.'s 8 and 10.)

Fresh oranges and grapefruit, Canned green and wax beans, and Frozen vegetables (with the exception of frozen peas, lima beans, and corn, but including Frozen bake beans where they are on the market,) round out the list of fruits and vegetables that should be featured next month on a Nation-wide basis.

EGGS will also be abundant in March and for some time thereafter, as announced in War Food Use Program Bulletin No. 11.

Peanut butter and citrus marmalade are the spreads that are still widely available.

Cereal products to feature are wheat flour and bread, oatmeal, rye breakfast foods, and the pastes (macaroni, spaghetti, and noodles.)

Soya flour, grits, and flakes, millions of pounds of them, are on the grocers' shelves, awaiting the time when consumer demand is stimulated through increased emphasis on their high nutritive value and their use in meals.

Dry soup mixes and dehydrated soups are increasing in kind and quantity. Education al programs that feature dry soups as an abundant item should, as in the case of any other packaged food, call the consumer's attention to the importance of reading the label.

Distribution of this Bulletin is the same as that explained in War Food Use Program Bulletin No. 9. I hope that you will pass its content along to County and local Chairmen, reminding them to check with the State Supervisor of the Office of Distribution on the local availability of foods declared in abundance before including them in local programs.

Sincerely yours,

M. L. Wilson

M. L. Wilson, Chief
Nutrition Programs Branch

R-383

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.
March 22, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 13
of
Nutrition Programs Branch

Foods in Abundance, APRIL 1944

To Chairmen of State Nutrition Committees:

Although the list of current food abundances, recently released by the Civilian Food Requirements Branch of OD, includes many of the same products listed in February and March, I am relaying the information to you again because it is vitally important that you give these foods particular attention in War Food Use Programs during April.

IRISH POTATOES head the April list. With a new crop soon to be on the market, it is imperative that the present stock be consumed. There are 29 million bushels more than at this time last year--about one extra month's supply that must be moved now.

There are enough EGGS for practically one a day for every person in the United States.

Fresh oranges and grapefruit and canned green and wax beans will continue in abundance and are non-rationed. Canned peas have been reduced from 10 to 3 points per No. 2 can; point values on canned corn and tomatoes have also been eased.

Because of the need for additional freezer space for meat and various seasonal items, frozen vegetables, frozen baked beans, frozen blueberries, plums, and prunes, now plentiful, should be featured for immediate use.

Raisins and dried prunes will be available in moderately large supply during April--point-free--to allow grocers to reduce their stock before summer.

There is still need to increase consumer demand for soya flour, grits, and flakes. Cereal products are plentiful. Wheat flour and bread, macaroni, spaghetti, noodles, oatmeal, and rye breakfast foods are among the current abundances that can help make three adequate meals a day in wartime.

Peanut butter and citrus marmalade are still point-free and plentiful. Encourage their use in place of the scarcer jams and jellies which require ration points.

Dry soup mixes and dehydrated soups are improving in variety, quality, and quantity.

Fresh spinach, snap beans, cabbage, celery, and carrots are expected to be abundant from Southern producing areas throughout the month. New crop onions should be available in principal marketing centers during the last half of April.

Distribution of this Bulletin is as explained in Bulletin No. 9. I hope that you will pass its content along to County and local Chairmen, reminding them to check with the State OD Supervisor on the local availability of foods declared to be in abundance before including them in local programs.

Sincerely yours,

M. L. Wilson

M. L. Wilson, Chief
Nutrition Programs Branch

B-307

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.

June 1, 1944

WAR FOOD USE PROGRAM BULLETIN NO. 14
of
Nutrition Programs Branch

## Encouraging Increased Production and Canning of Tomatoes

To Chairmen of State Nutrition Committees:

The removal of points from canned vegetables has led many people to believe that a normal supply would again be permanently assured through regular trade channels. The current abundant supply on the grocers' shelves in most localities, which consumers are urged to purchase, may also have contributed to a feeling that there would be less need to plant for extensive home canning. Such misconceptions are unfortunate and are particularly serious in connection with tomatoes.

The Civilian Food Requirements Branch of the Office of Distribution estimates, that, because of increased needs of our armed services, the commercial pack of whole tomatoes and tomato juice available to civilians will be only five-eighths of the allocation from the previous crop year. Due to the importance of tomatoes as a source of vitamin C this may mean a serious deficiency in the average civilian diet, and it may be especially bad in the October quarter when other sources of vitamin C are limited. The Bureau of Human Nutrition and Home Economics found that in 1943 tomatoes and citrus fruits together contributed 29 percent of the total vitamin C value of the foods which were brought into the average American kitchen, and that perhaps one-tenth of the population is deficient in this important nutrient.

In many sections of the country it is not too late for nutrition committees to stimulate immediate activity in a tomato planting, growing and canning program. Government press and radio services and various public information channels will be employed extensively in calling the attention of civilians to this need. It is also likely that a number of women's organizations and civic clubs will carry on extensive programs to help.

## "Plant Your Points Now...In Your Victory Garden"

As the planting season for tomatoes is well along, the need for immediate action is urgent. Nutrition committees can stimulate this action by: acquainting people with the importance of tomatoes in every day diet, as one of our inexpensive protective foods; making clear the reasons behind the program such as, need of the military services; the necessity of civilian cooperation; promotion of incentives such as, value of tomatoes in the Victory Garden due

to ease with which they can be grown, methods by which production may be increased in space available, ease with which they can be used to provide variety and food value to the diet the year round; enlist the cooperation of the entire community and its various agencies by use of personal contact, leaflets, newspapers, magazines, and radio to grow and can more tomatoes; acquaint committees with their canning centers and use.

As you know, growing tomatoes to use fresh and for home canning is not only good wartime practice but also good nutrition. Nutrition committees can render a great service to their communities and to the national food picture by encouraging increased production of tomatoes in Victory gardens - home, school, community and war plant - and the stepping up of the tomato preservation program, as part of the Food Fights for Freedom Campaign.

Sincerely yours,

M. L. Wilson

M. L. Wilson, Chief
Nutrition Programs Branch

W. H. Sebrell

W. H. Sebrell, Associate Chief

R-498

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.

June 1, 1944



WAR FOOD USE PROGRAM BULLETIN NO. 14
of
Nutrition Programs Branch

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Sincerely yours,

M. L. Wilson, Chief
Nutrition Programs Branch

W. H. Sebrell, Associate Chief

R-498